

ALEXA IBARRA NAVARRO

Mexicali, Mexico - Open to Remote

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Senior Graphic & Brand Designer

Specialized in Sports Apparel & Performance Brands

SUMMARY

Senior Graphic & Brand Designer with 8+ years of experience, specializing in sports apparel and performance-driven brands.

Over the past 6 years, I have designed complete cycling apparel systems from concept to production, combining strong visual design with a deep understanding of technical constraints, materials, and manufacturing processes.

Experienced in collaborating with clients to deliver cohesive brand systems that translate across garments, print, and digital applications.

PROFESSIONAL EXPERIENCE

2020 – Present

Remote

Senior Graphic & Brand Designer (Sports Apparel)

Eliei Cycling

- Lead design of performance cycling apparel, developing complete uniform systems for professional teams.
- Create brand-driven visual concepts including color systems, typography, graphics, and sponsor integration.
- Translate client vision into production-ready designs through mockups, test prints, and iterative feedback.
- Adapt designs across sizes and garment variations, ensuring visual consistency and technical feasibility.
- Prepare print-ready layouts optimizing fabric usage while respecting stretch direction and material constraints.
- Collaborate with production, product, and marketing teams from concept through final garment manufacturing.

2019

Remote

Front-End Developer (Visual Focus)

Agencia Diso

- Developed WordPress-based websites for clients across entertainment, events, and modeling industries.
- Structured layouts and content to ensure clear navigation and user-friendly experiences.
- Adapted templates into visually engaging and functional websites under tight timelines.

2017 – 2019

Mexico

Marketing & Brand Designer

Datatechnic

- Led all marketing and brand design efforts as a one-person team.
- Redesigned corporate identity and developed a complete brand guidelines manual.
- Created marketing materials across digital and print (social media, flyers, billboards, merchandise).
- Collaborated with web developers by providing all visual assets for the company website.

2017

Mexico

Internal Communications & Multimedia Designer (Part-Time)

Eaton

- Produced internal training and communication videos for employees.
- Developed multimedia content explaining safety processes, onboarding, and company benefits.
- Managed full video production: scripting, filming, editing, motion graphics, and sound design.

EDUCATION

Bachelor of Engineering in Digital Graphic Design

CETYS Universidad · 2013 – 2017

SKILLS

Design & Strategy

Brand Identity · Visual Systems ·
Apparel Graphics · Typography ·
Art Direction

Tools

Adobe Illustrator · Photoshop · InDesign
· After Effects · Figma · WordPress

Technical & Production

Production Art · Print Layout
Optimization · Garment Design
Adaptation · Prepress